

A color measuring head is provided with an illuminating unit, a light receiving optical system, a color image pickup unit, a drive controller and a measurement controller, and picks up an image of a test chart as a measurement specimen placed to face a specimen opening. A personal computer is provided with a monitor, a memory unit, and a CPU. The CPU calculates color values of color samples by reading and implementing a control program stored in the memory unit. The color of the test chart in which a plurality of color samples are arrayed can be automatically measured within a short period of time.